

One shared moment can change how you see Japanese culture.

Japanese culture is gaining visibility in London, often at a surface level. This presents an opportunity to support that interest to grow into deeper and more lasting cultural connections.

Engagement begins
with a personal spark.

Without support,
curiosity fades fast.

Even genuine interest
often goes unmet.

How might we guide culturally curious individuals in London
toward deeper Japanese cultural engagement by creating
experiences that feel open, meaningful, and emotionally resonant?

Cultural Explorers

who are curious about
all cultures different
from their own

Casual Japan- Touchers

who know a bit about
Japanese culture but
haven't explored it
deeply

Japanese Super-Fans

who want to know
what everyday life
in Japan actually
feels like



Service Concept

What



A human-centred cultural connection platform

Who

Japan-related hosts

+

Curious guests

How

Sharing culturally
rooted experiences

Joining based on
their interests

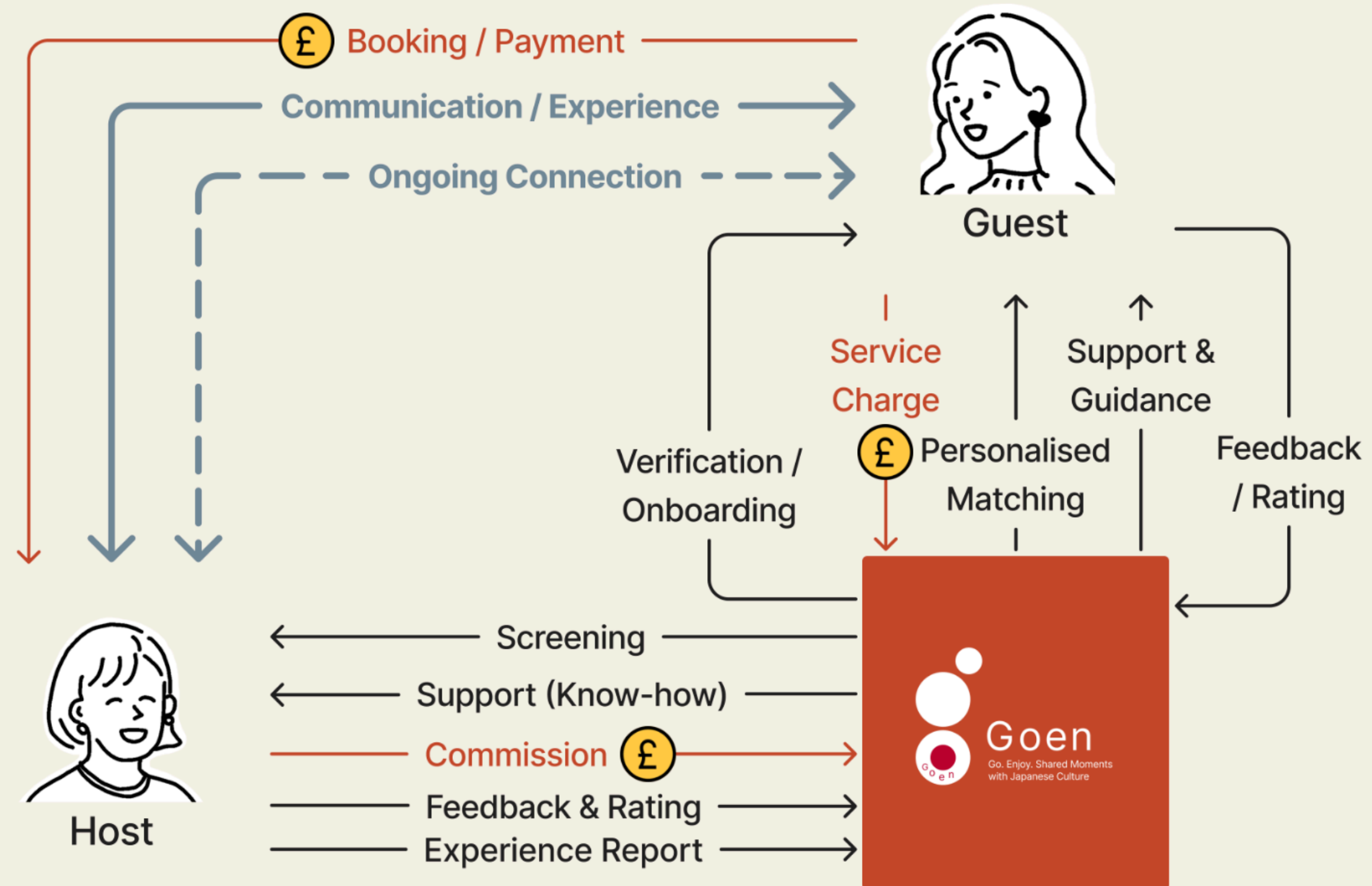
Shared Moments with Japanese Culture

Goal

Transforming casual interest into shared moments
that can grow into lasting cultural connection

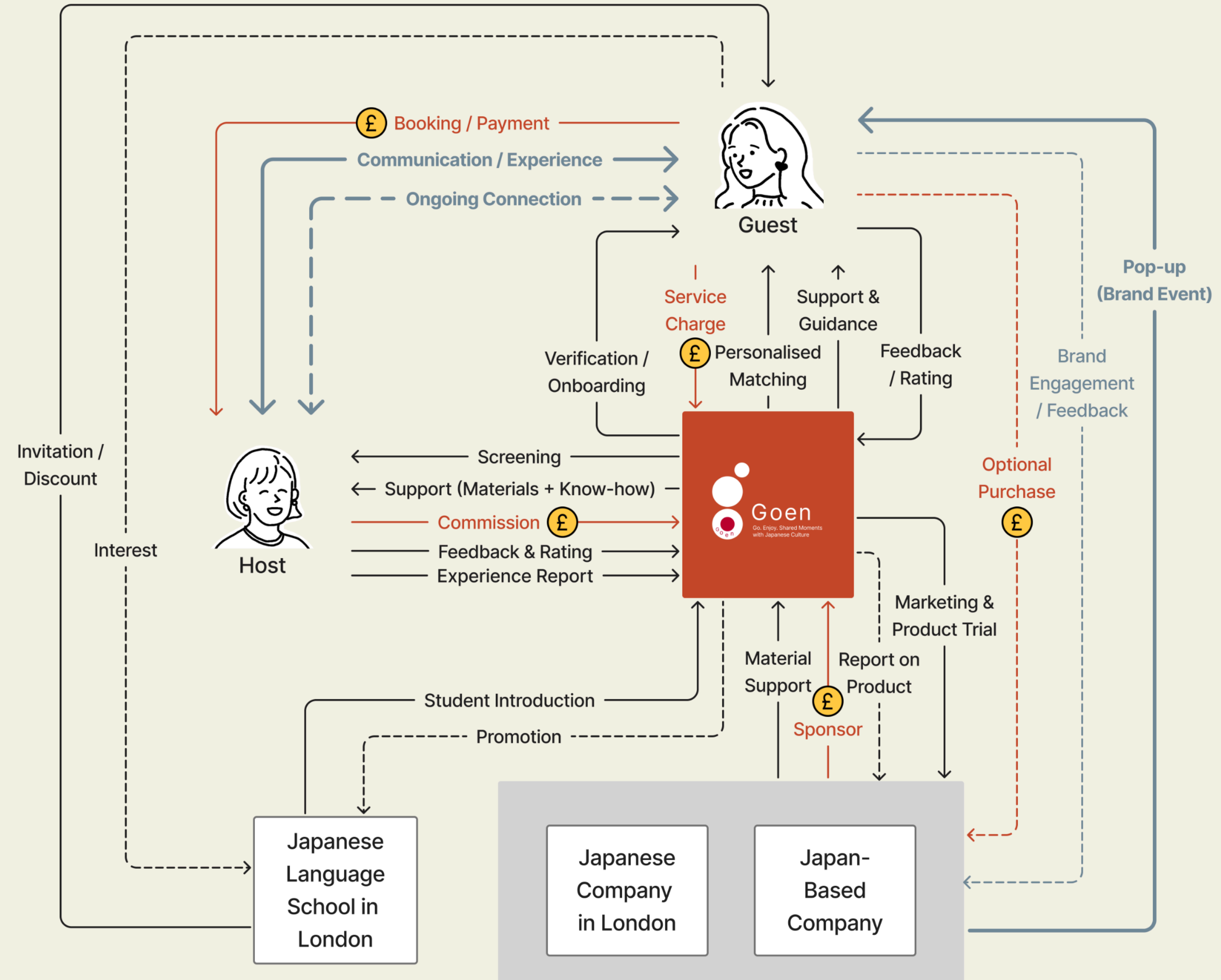
System Map

- : Payment & Commission
- : Cultural Experience & Communication
- : Required interaction
- : Optional / Ongoing relationship
- £ : Financial transaction

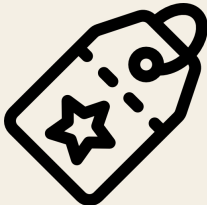


System Map (Long-Term)

- : Payment & Commission
- : Cultural Experience & Communication
- : Required interaction
- : Optional / Ongoing relationship
- £ : Financial transaction



Impact

	Cultural Perspective	Marketing Perspective
For Guest	 Foster a deeper personal connection with Japanese culture	 Spark interest in Japan-related products and services
For Host	 Gain and redefine perspectives on both own and others' cultures through mutual exchange	 Create opportunities for self-expression by sharing personal skills or interests
For London	 Offer a life-based, human-centred way of connecting across cultures, with potential to grow beyond just Japanese culture	 Create new opportunities for community engagement centred around Japanese culture
For Japan-Based Companies	 Facilitate organic cultural transmission through lived moments	 Explore and validate overseas market needs through a low-risk, real-life testbed
For Japanese Companies in London	 Introduce a new model of cultural contribution rooted in daily life	 Enhance brand experience and broaden engagement with new audiences